

Retail CX, Your Way

This is your experience command centre, built for real-world retailers who want to hear more, see more, and do more with every customer interaction.

From in-store to online and in your contact centre, it connects feedback with transaction data, turning everyday moments into smart, measurable actions.

- Simple to use & flexible to roll out
- Designed for teams who want results, not complexity
- Built for stores, ops, and real people, working across in-store, digital, contact centre and loyalty

Omnichannel Experience Insights for a Leading Retail Outlet

A national brand needed to better understand how customers experienced their retail stores, contact centre, and post-sale journeys, without overloading their teams or their tech stack.

What we did:

- Deployed QR code surveys in-store to capture real-time feedback at key touchpoints
- Integrated with their queuing system to trigger surveys based on visit reason
- Contact centre voice surveys, giving visibility into agent performance
- Sent post-purchase surveys, linking feedback to transaction type and customer profile

The result:

A full view of customer experience across in-person, digital, and support channels, managed in one platform, with insights at store, regional, and national levels.

CHOOSE SOLUTIONS TO SUIT YOUR BUSINESS

Your solution, your way. Choose what fits, use one module or the whole suite.

In-Store Feedback

Capture real-time customer sentiment via QR, SMS or kiosk, right where the experience happens.

Digital Surveys

Post-purchase feedback via WhatsApp, SMS or email. Conversational, quick, and customer-first.

Public Review Integration

Pull Google and HelloPeter reviews into one dashboard to see the full sentiment picture.

Transactional Feedback

Trigger surveys based on purchase details or visit history, linked to loyalty data.

Contact Centre Feedback

Gather immediate insights on service interactions or queries to your contact centre via voice surveys.

Smart Touch Nudging

Send targeted follow-ups based on customer behaviour. Recover, re-engage, or reward.

Loyalty-Based Research

Segment your loyalty base to run custom surveys or recruit for deeper insights.

Lived Experience Audits

Give managers a mobile-ready checklist to assess store standards, customer service, and SOPs.



Take the Guesswork Out of Experience

We help you listen better, act faster, and build loyalty in the moments that matter. No noise. No complexity. Just CX that fits your world.

Let's build something that works for your stores, your teams, and your customers.

www.smokeci.com